

Message Text

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ACTION NEA-10

INFO OCT-01 ISO-00 CIAE-00 EB-08 INR-10 LAB-04 NSAE-00
PA-02 SIL-01 USIA-15 /051 W
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P 291938Z MAR 78
FM AMEMBASSY CAIRO
TO USDOC WASHDC PRIORITY
INFO AMEMBASSY ATHENS
SECSTATE WASHDC 7337

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USDOC FOR HALE (ROOM 3203) AND RENBORG (ROOM 4001)

E.O. 11652:N/A
TAGS:BEXP, EG
SUBJECT: 1978 CAIRO INTERNATIONAL FAIR - END OF SHOW CABLE REPORT

1. ELEVENTH CAIRO INTERNATIONAL FAIR
2. MARCH 11-25, GUEZIRA FAIRGROUNDS, CAIRO
3. THIRTY THREE EXHIBITORS
4. SALES DURING EXHIBITION \$2,973,677
 - A. NTM - 307,077DOLLARS
 - B. OTM-2,666,600 DOLLARS
5. SALES PROJECTED FOR NEXT 12 MONTHS:
 - A. NTM- \$ 1,650,000
 - B. OTM- \$ 68,515,000
 - C. 32 FIRMS ACHIEVED PRIMARY OBJECTIVE
 - D. 1 FIRM PARTIALLY ACHIEVED PRIMARY OBJECTIVE
6. FIRMS SEEKING REPRESENTATION - 4

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7. NUMBER REPS APPOINTED - 3
8. NUMBER OF REPRESENTATION AGREEMENTS UNDER NEGOCIATION - 5
9. NUMBER OF VISITORS - N/A
10. SUCCESS STORIES:

A. MAGDI T. FAWAZ, MANAGING DIRECTOR OF MIDDLE EAST MARKETING CENTER, THE REPRESENTATIVE OF ADVENT CORPORATION, CAMBRIDGE MA. A NTM FIRM OBTAINED 15 GOOD SALES LEADS FOR THEIR AUDIO VISUAL EQUIPMENT WHILE REPORTING SALES OF \$ 96,000 AND PROJECTING \$ 250,000 ADDITIONAL DURING THE NEXT 12 MONTHS. MR. FAWAZ ALSO STATED "DUE TO LACK OF TIME AND LATE PARTICIPATION IN THE FAIR, I BELIEVE THAT AS A WHOLE IT WAS A BIG SUCCESS, THOUGH I PREFER TO HAVE A BETTER AND BIGGER BOOTH FOR NEXT YEAR'S FAIR FOR WIDER SALES." IT SHOULD BE NOTED THAT THIS FIRM WAS A LATE ADDITION AND WAS PROVIDED SPACE IN THE EXHIBITORS' LOUNGE IN RETURN FOR INSTALLING A CLOSED CIRCUIT T.V. SURVEILLANCE SECURITY SYSTEM OF THE U.S. PAVILION.

B. E.I. DUPONT DE NEMOURS AND COMPANY HAD TWO SEPARATE DIVISIONS PARTICIPATING. ALTHOUGH THE BIOCHEMICAL DEPARTMENT WHICH PROMOTED FERTILIZERS, DID NOT REPORT ANY SALES, RULDOLPH HERING STATED "MAINLY THE PUBLIC DAYS ARE OF IMPORTANCE AS AMONG THE 2 MILLION EXPECTED VISITORS A GREAT NUMBER WILL BE FARMERS. MOST LIKELY THE AGRO DEPT. WILL PARTICIPATE IN 79 AGAIN. LIKEWISE MR. MANZ OF THE INSTRUMENT PRODUCTS DIVISION STATED "PLAN TO PARTICIPATE IN 1979. WELL ORGANIZED SHOW. MOST EFFECTIVE WAY TO GET EXPOSED TO MANY CUSTOMERS." THIS DIVISION DEMONSTRATED SOPHISTICATED ANALYTICAL EQUIPMENT AND REPORTED 20 GOOD SALES LEADS AND A 12 MONTH PROJECTION OF \$ 350,000. THIS NTM FIRM ALSO SHOWED \$ 25,000 OF IMMEDIATE SALES. C. THE FEDDERS CORP. AN OTM FIRM SHOWED 20 ADDITIONAL LEADS AND IMMEDIATE SALES.

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DIATE SALES OF \$ 100,000 AND A PROJECTION OF \$ 500,000. THIS FIRM, THRU THEIR AGENT MISR IRAN AIR CONDITIONING ALSO AIR CONDITIONED THE EXHIBITORS' LOUNGE.

D. SARIA INTERNATIONAL, A NTM FIRM DEMONSTRATING FIRE EXTINGUISHERS, PUMPS, AND HAND TOOLS REPORTED 15 PROMISING LEADS ALONG WITH IMMEDIATE SALES OF \$ 50,000 AND A 12 MONTH PROJECTION OF \$ 150,000.

E. MR. SINUNU, REGIONAL MANAGER FOR STP, AN OTM FIRM REPORTED IMMEDIATE SALES OF 16,000 DOLLARS WITH 12 GOOD LEADS HE HOPES WILL RESULT IN \$ 100,000 IN SALES DURING NEXT 12 MONTHS. HE ALSO STATED THIS TRADE FAIR GAVE US GOOD EXPOSURE TO PROSPECTIVE CUSTOMERS. THE AMERICA DAY RECEPTION OPENED THE DOOR TO WORTHWHILE FUTURE BUSINESS."

F. JOHN WOODS, SR. APPLICATIONS ENGINEER FOR GENERAL CABLE CORPORATION MADE THE FOLLOWING REMARKS. " THE KINDS OF BUSINESSES WE DO WITH OUR PRODUCT LINE, DO NOT LEND THEMSELVES TO ANALYSIS OF IMMEDIATE

SALES. THIS IS DUE TO OUR PARTICIPATION IN INTERNATIONAL TENDERS ON

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AN ALST EXCLUSIVE BASIS FOR EXPORT SALES. THE SELECTION OF THE SELECTION OF THE AWARDEE HOWEVER, IS NOT NECESSARILY BASED ON LOWEST

PRICE. IT IS A COMBINATION OF PRICE, EXPERIENCE, AND ABOVE ALL PERSONAL AND CORPORATE INTEGRITY. THE EXPOSURE OF GENERAL CABLE AT THIS EXHIBITION INSURES THAT OUR INTEREST IS GENUINE, ESPECIALLY SINCE WE HAD AMERICANS MANNING THE BOOTH DURING THE FIRST FOUR DAYS. THIS LEADS TO SOCIAL SITUATIONS AND BUSINESS WHEREBY THE PARTICIPANTS, BOTH AS A CORPORATE ENTITY AND AS INDIVIDUALS ARE EVALUATED AS TO THEIR ABILITY TO INTERACT WITH THEIR LOCAL COUNTERPARTS ON A ONE TO ONE BASIS. THIS ESTABLISHES THE TRUST. FINALLY WE WERE EXPOSED TO VARIOUS LEVELS OF THE LOCAL MINISTRIES AND WERE ABLE TO ESTABLISH OUR TECHNICAL COMPETENCE BY ANSWERING QUESTIONS DIRECTLY OR PROMISING IN DEPTH TECHNICAL ANSWERS BY MAIL. ALL IN ALL, CAIRO WAS AN EXCELLENT OPPORTUNITY FOR MID-EAST EXPOSURE, HELPED IMMENSELY BY THE COMPETENCE AND EFFICIENCY OF THE PERSONNEL MANAGING

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OF THE U.S.A. PAVILION."

11. OTHER COMMENTS:

A. ALTHOUGH IMMEDIATE SALES FIGURES ARE NOT VERY HIGH IT SHOULD BE NOTED THAT ELEVEN PARTICIPANTS, OR ONE THIRD OF THE EXHIBITORS, PROMOTED PRODUCTS OR SYSTEMS NOT USUALLY SOLD DURING THE FAIR. THESE INCLUDED SUCH ITEMS AS POWER AND COMMUNICATION SYSTEMS, AIRPLANES ETC. ALSO INCLUDED IN THE ELEVEN ARE FIRMS WHICH USUALLY ARE CONCERNED PRIMARILY WITH TENDERS OR PROJECTS INVOLVING LONG NEGOTIATIONS. THESE ELEVEN FIRMS WESTINGHOUSE, FORD MOTORS AND FORD AEROSPACE, DUPONT CHEMICAL, UNION CARBIDE, GENERAL CABLE, MC DONNELL-DOUGLAS, GOULDS PUMPS, HOME PACK, GE- CENTRAL AIR CONDITIONER AND AMOCO ONLY REPORTED IMMEDIATE SALES OF \$ 555,200 BUT THEY ALSO PROJECTED FUTURE SALES DURING THE NEXT 12 MONTHS OF \$ 57,175,000.

B. THE ONE FIRM WHICH ONLY PARTIALLY ACHIEVED THEIR PRIMARY OBJECTIVE

WAS SEEKING A JOINT VENTURE. THEY DO NOT WISH TO BE IDENTIFIED BUT THEY STATED. "THIS FAIR PROVIDED A USEFUL TEMPORARY NUCLEUS FOR OUR ON-GOING SALES EFFORTS IN EGYPT. SOME NEW SALES LEADS WERE OBTAINED . MANY EXISTING LEADS WERE FOLLOWED UP. THIS FAIR MAY BE CONSIDERED A SUCCESS BOTH IN NEW LEADS OBTAINED AND IN THE CORPORATE IMAGE PROJECTED THROUGH PARTICIPATION. PAVILION MANAGEMENT WAS MOST HELPFUL IN ASSISTING US TO ACCOMPLISH OUR OBJECTIVES.

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LOGISTICS AND SET UP WENT SMOOTHLY AS DID PUBLICITY. PARTICIPATION PROVIDED A GOOD BACK-UP FOR JOINT-VENTURE AND AGENT DISCUSSIONS ALREADY UNDERWAY. CORPORATE IMAGE WAS ENHANCED. AGREEMENTS ARE EXPECTED TO BE SIGNED WITHIN THIS YEAR."

C. APPROXIMATELY 17 OF THE 33 PARTICIPANTS HAVE ALREADY REQUESTED A RESERVATION FOR SPACE NEXT YEAR. THESE ARE NOT FIRM COMMITMENTS BUT MERELY EARLY RESERVATIONS. EILTS

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